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March/April 2010

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BOOK ALERT

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*The
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THE AMERICAN LIBRARIES IN INDIA

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Please feel free to write to Mr. Steven P. Kerchoff,
Information Resource Officer, Public Affairs Section, U.S. Embassy,
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*Compiled and edited by Sanjay Kumar Bhagat, Public Affairs Section,
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THE ARTS

1. Doherty, Thomas Patrick.
Hollywood's censor : Joseph I. Breen & the Production Code Administration / Thomas Doherty. Columbia University Press, ©2007.
427 p. 791.43 DOH

As head of the Production Code Administration from 1934 to 1954, Joseph I. Breen influenced more movies than anyone else in history. Doherty has woven his extensive research into sparkling prose that portrays the players—the moguls, money men, bluenoses, journalists, clergy, and filmmakers—and issues swirling around Breen as he enforced the Production Code and ensured that pictures were chaste, moral, and wholesome. Doherty's rendering of the cultural climate in America contextualizes the code and traces its reception from the Great Depression to the post-World War II era, addressing the influence of foreign films, art houses, television, politics, world events, and changing mores of the motion picture industry and the code's enforcement. Doherty's characterization of Breen as an Irish Catholic with Victorian sensibilities and a divine motivation is rich and multilayered. Compelling, colorful, insightful, and nearly encyclopedic in detail, this book offers a definitive scholarly biography of Breen. -- CH/K/ND (Adapted from Library Journal, ©2007)

BUSINESS & MANAGEMENT

2. McConnell, Ben.
Citizen marketers : when people are the message / Ben McConnell and Jackie Huba. Kaplan Publishing, ©2007. 223 p. 658.812 MCC

Marketing experts McConnell and Huba explore the ramifications of social media in today's Internet-connected world. They highlight the market effects of individual opinions about the products and services a company offers, which they may share with others without having any official connection to those products or services. They discuss how to tap this immense opportunity of Web-based community. The authors advocate involving individual customers, seeking their feedback, and conducting online focus groups discussions. -- CH/K/M/ND

3. Ricketts, John A.
Reaching the goal : how managers improve a services business using Goldratt's theory of constraints / John Arthur Ricketts. IBM Press, ©2008. 369 p. 658.812 RIC

Dr. John Arthur Ricketts presents a breakthrough management approach that is specifically oriented towards service industries. He takes into account the diversity, complexity, and unique distribution methods of the service industry. His management approach primarily draws from Eli Goldratt's Theory of Constraints (TOC) and adapts it to the needs of today's professional, scientific, and technical services businesses. The book shows the readers how to apply these techniques throughout the most crucial business functions—from project management to finance, process improvement to sales and marketing. -- CH/M

4. Weber, Larry.
Marketing to the social web : how digital customer communities build your business / Larry Weber. John Wiley & Sons, ©2007. 230 p. 658.872 WEB

From Facebook and Twitter to YouTube, social media are slowly but surely redefining marketing and today's marketers must realize that. This book helps marketers and companies understand how to engage customers, build customer communities, and maximize profits in this new environment. Weber talks about the tools and then he talks about applying those tools to seek the desired results. He stresses that traditional one-sided communication is no longer valid in today's marketing world. It is time for advertisers to interact with the potential customers and become part of their communities. The author convincingly shows that social media tools like MySpace, Facebook, and Flickr offer a perfect forum for effective dialogue. -- ND

COMMUNICATION

5. Gant, Scott E.
We're all journalists now : the transformation of the press and
reshaping of the law in the Internet age / Scott Gant. Free Press,
©2007. 240 p. 343.7309 GAN

This book takes an engrossing look at the ongoing debate about the way journalism is evolving today. With the growth of the Internet and common access to technology, it is increasingly difficult to clearly mark the boundaries between professional journalists and anyone with the means to spread information about what they see, hear, or think. Gant, an attorney, analyzes the current state of flux in American journalism and argues against special privileges and protections for journalists. We're all journalists and should have the same rights under the First Amendment, he affirms. Gant offers a brief history of American journalism, its role in a democracy, and the advent of "new journalism," including the concept of the citizen journalist. He details the tensions between professional and citizen journalists and notes that more than 50 million Americans daily turn to the Internet for news. Gant highlights several recent cases where information disseminators evoked protections generally given to professional journalists. He describes, for example, an independent filmmaker who videotaped a protest in San Francisco that resulted in a clash with police and a web site sued by Apple for disclosing information regarding new products. -- ND (Adapted from Booklist, ©2007)

6. Haas, Tanni.
The pursuit of public journalism : theory, practice, and criticism / Tanni
Haas. Routledge, ©2007. 193 p. 302.23 HAA

Tracing the historical context in which public journalism emerged, Haas discusses the philosophy for public journalism, reviews empirical research on public journalism's performance to date and responds to the major criticisms directed at public journalism. He also examines the how public journalism is being practiced at the international level. The book argues against many of the prevailing journalism practices and seeks to link public journalism with journalism's fundamental responsibilities to democracy and public life. -- CH/K/ND

ECONOMICS

7. Taylor, John B.
Getting off track : how government actions and interventions caused, prolonged, and worsened the financial crisis / John B. Taylor. Hoover Institution Press, ©2009. 92 p. 330 TAY

This book analyzes the current financial crisis and dispels the commonly held notion that it was caused by a lack of liquidity. The author reveals how the increased interest rates in the money markets were wrongly blamed on a shortage of liquidity rather than on risky assets. The book concludes that specific government actions and interventions should be the immediate answer to several questions related to the cause and prolongation of the financial crisis. -- CH/K/M/ND

8. World Development Report 2009 : reshaping economic geography. World Bank, ©2009. 383 p. REF 330.9172 WOR

World Development Report 2009 examines the significance of economic geography and how density, distance and division of workers and businesses are related to the development of trade and success in the international marketplace. Beginning with the concept that half of the world's production takes place on 1.5% of its land, the report explains how geographical disadvantages can increase poverty rates dramatically. The report concludes, however, that a strengthening of an economy begins with basic services such as education, health and sanitation before moving into more ambitious projects concerning transportation and communications. -- (For use only in the Library) ND (Adapted from Book News, Inc., ©2009)

EDUCATION

9. 21st century education : a reference handbook / edited by Thomas L. Good. SAGE, ©2008. 2 v. REF 370 TWE

In this two-volume reference text, Good brings together 168 leading international experts in the field of education to highlight the most important

contemporary concerns of the educators. Designed for current and future teachers, professors, and administrators, the book presents issues, questions, and debates faced by educators today, providing more detailed information than typical encyclopedia entries but without the jargon or density of journal articles. The first volume focuses on teachers, other school personnel, the stages of learner development from pre- kindergarten through high school, motivation and classroom management, learning, building learning environments, the social context of education, curriculum, and assessment. The second volume covers teacher preparation and current teaching issues, students, non-school curriculum, technology, alternative approaches to education, school reform, federal, state, and community policies; and higher education. -- (For use only in the Library)
CH/K/M/ND (Adapted from Book News, Inc., ©2009)

ENVIRONMENT

10. Cline, William R.
Global warming and agriculture : impact estimates by country / William R. Cline. Center for Global Development, ©2007. 186 p. 338.14 CLI

Cline states that the effect of global warming on agriculture will be worst in the developing countries of the world. With the increasing level of global warming, developing countries will start experiencing the corresponding economic impact. The projected changes in temperature, precipitation, and agricultural capacity will adversely impact agricultural production, reducing it between 10 and 25 percent in developing countries. If timely action is not taken to curb global warming, India's agricultural capacity could fall as much as 40 percent. -- M

11. Corbett, Julia B.
Communicating nature : how we create and understand environmental messages / Julia B. Corbett. Island Press, ©2006. 350 p. 333.72 COR

This book offers practical advice on environmental communication and seeks to expand the horizons of environmental messages. From lawn care at home to ecotourism, Corbett explores the general attitude of people towards protecting environment. She finds out

how Americans have developed their viewpoints on the environment. The chapters explore environmental communication at the individual level and the cultural contexts and the conditions that shape it. The book also focuses on various forums where environmental communication takes place, for example, leisure, advertising, animal communication, new media, government and business, and environmental groups. Final chapters concern several forms of mediated communication about the environment. -- M/ND

12. Fiorino, Daniel J.
The new environmental regulation / Daniel J. Fiorino. MIT Press,
©2006. 290 p. 344.73046 FIO

This book offers a critique of the contemporary U.S. environmental regulatory system and sets out a conceptual basis for changing it in a new era of governance. While admitting that the prevailing environmental regulation in the United States has greatly succeeded in solving the problems it was intended to address, Fiorino advocates revisiting the regulations, favoring a new performance-based, market-induced policy design. The old regulation was very much a product of its time, which relied heavily on a bureaucratic, top-down approach. The new regulation will build upon the foundations of the old, but at the same time it will recognize the challenges that are occurring in environmental problems, the economy, and society. The new regulation will be based more on performance than on a narrow definition of compliance. It will allow regulated firms, especially the better performers, more flexibility in determining how to achieve environmental goals. -- CH/K/M/ND

13. Klyza, Christopher McGrory.
American environmental policy, 1990–2006 : beyond gridlock /
Christopher McGrory Klyza and David J. Sousa. MIT Press, ©2008.
385 p. 363.7 KLY

Klyza and Sousa identify a gap in the literature on U.S. environmental policy, which they say focuses mostly on two themes—the gridlock on environmental policy and the development and adoption of “next generation” environmental policy based on collaboration and pragmatism. Through this book, the authors seek to fill this gap in the literature and explore why there was legislative gridlock after 2000. They look at the

environmental policies more broadly and conclude that environmental policymaking today is more vibrant and complex, with a variety of opportunities for action. They use case studies of landmark environmental policies to analyze reforms and radical changes within the gridlock framework. -- CH/K/M/ND

14. Martin, James.
The meaning of the 21st century : a vital blueprint for ensuring our future / James Martin. Riverhead Books, 2006. 431p. 303.483 MAR

In this ambitious work, Martin discusses crucial decisions humanity will face during this century. Martin delineates issues we must deal responsibly with during the next 100 years or ignore at our peril, including global warming, poverty, overpopulation, terrorism, nanotechnology, and genetic modification. Martin cautions that the very survival of our planet and its inhabitants depends in large part on how the transition generation of today's younger people manages its leadership responsibilities in the 21st century. Martin uses data from in-depth interviews which he has conducted with a wide variety of international authorities over many years. This book addresses in detail the most complex and significant technological, political, ethical, economic, social, and environmental issues of our day. -- CH/M/ND (Adapted from Library Journal, ©2006)

INFORMATION SCIENCE & TECHNOLOGY

15. Devine, Jane.
Going beyond Google : the Invisible Web in learning and teaching / Jane Devine and Francine Egger-Sider. Neal-Schuman Publishers, Inc., ©2009. 156 p. 025.042 DEV

The authors, both information professionals, discuss the technique of serious research on the Web and illustrate the difference between the visible Web and invisible Web. Visible or the surface Web contains information retrievable through general-purpose search engines like Google. However, a vast wealth of information is not accessible via Google and its analogs. This vast array of knowledge remains a secret to most researchers because general-purpose search engines do not index it. This is what the

authors call the “Invisible Web” or the deep Web. The invisible is said to be 500 times larger than the visible Web and this makes it important to acquire skills in deep Web searching. This book offers tips on effective Web searching and mining out information we normally miss out. It also provides case studies to further elaborate it. Tables, graphics, and screen shots of detailed searches are incorporated into the volume to enhance the learning experience of the readers. The book discusses the evolution of the best deep Web search tools, including Complete Planet, Closer Look, and the Librarian’s Internet Index and their significance for librarians and other serious researchers. -- K

16. Manguel, Alberto.
The library at night / Alberto Manguel. Yale University Press, 2008.
373 p. 027 MAN

Manguel begins by describing his personal library, which he developed in an old barn originally built in the 15th century. He then takes the readers on a unique library tour that extends from his childhood bookshelves to the Internet. The book is divided into fifteen chapters, each dealing with libraries from a distinct perspective. The author beautifully weaves together quotations, memories, biography, mythology, and illustrations. This book comes as a tribute to the library that will add to our understanding of library in many different contexts. -- K

INTERNATIONAL AFFAIRS

17. The future of human rights : U.S. policy for a new era / edited by William F. Schulz. University of Pennsylvania Press, ©2008. 314 p.
323 FUT

A former executive director of Amnesty International USA explores the shortcomings of the Bush administration in failing to protect human rights. He recommends some ideas to restore America's international standing as a defender of human rights. The thirteen essays included in this volume by scholars and activists like Philip Alston, Rachel Kleinfeld, George Lopez, John Shattuck, and Debora Spar provide

thematic assessments of the current state of global human rights status. The essays offer suggestions for reestablishing the United States as a respected and forceful proponent of human rights. Each chapter takes up a relevant international standard on a specific issue, for example refugees, and prescribes what can be done to improve the situation in the future. -- K

18. Human rights in crisis / edited by Alice Bullard. Ashgate, ©2008. 160 p. 323 HUM

This set of essays originated from a Human Rights Initiative conference at the Georgia Institute of Technology. The essays investigate into human rights crisis and stress the need to defend the same. Further, they look into the possibility of advances in human rights. The book begins with an examination of the United States policies on the Global War on Terror and moves on to consideration of the historical and legal underpinning of human rights culture. Finally, the book considers the pursuit of human rights in some of the included case studies. These case studies take the readers through the complicated terrain of human rights, terrain that calls for adequate legal argumentation for adequate understanding, advocacy, and enforcement. -- CH/K/M/ND

19. Lebovic, James H.
Deterring international terrorism and rogue states : US national policy after 9/11 / James H. Lebovic. Routledge, ©2007. 226 p. 355.0335 LEB

Lebovic critically assesses the Bush administration's national security policy on missile defense, preemption, and homeland security. The author challenges the commonly held notion that many of recent U.S. adversaries cannot be deterred. He maintains that U.S. policies have suffered because of severe deficiencies in U.S. strategies. -- CH/K/ND

20. Krueger, Alan B.
What makes a terrorist : economics and the roots of terrorism / Alan B. Krueger. Princeton University Press, 2008, ©2007. 197 p.
363.325 KRU

Prominent economist Krueger explodes the myth of the poverty-stricken terrorists in his attempt to examine the factors that provoke terrorism. He uses raw data from government, academic, and think-tank sources and citing the work of other economists on poverty, race, terrorism, and hate crimes. Krueger explains that the average terrorist suspect is highly educated, professionally employed, from a middle- or higher-class background, and, most important, from a country that suppresses civil liberties. Terrorist participants are more likely to vote than an average person. As terrorists, they further express their political opinion in an inappropriate way. With these facts in mind, the author suggests that the least helpful strategy is to further curtail civil liberties. Frustrated by the sloppy data-gathering practices of the Bush administration, Krueger challenges the federal government to increase the quality of its terrorism data through more rigorous approaches and to analyze the evidence critically. -- CH/K/M/ND (Adapted from Library Journal, ©2007)

LAW

21. Film and television distribution and the Internet : a legal guide for the media industry / Andrew Sparrow. Ashgate, ©2007. 217 p.
343.2409 SPA

This book addresses several issues associated with the film and television industries in a digitized world. It discusses how the Internet has redefined marketing of film and television. It also talks about the Website terms and conditions for the supply of films and DVDs and other movie merchandise over the Internet. The filmmaking industry, on the other hand, has found a new channel for reaching out to the audience. This new channel has immense potential for data collection, online advertising and promotion, and paid downloading of films. However, the new set of opportunities also comes with new set of complex regulations related to copyright and consumer law. -- K

22. Rockefeller, Edwin S.
The antitrust religion / Edwin S. Rockefeller. Cato Institute, ©2007.
123 p. 343.0721 ROC

Drawing on his five decades of experience with U.S. antitrust laws, attorney and author Rockefeller rejects commonly held orthodox view about the antitrust law. He describes how it has been misinterpreted by enforcement agents to punish capitalists instead of promoting and encouraging competition. The author cites cases from Standard oil to more recent IBM and Microsoft to make his point and show how certain companies are punished for being winners in the market. The book concludes that the current antitrust interpretation encourages confused thinking and has failed to achieve its intended objective. -- CH/M/ND

LITERATURE & LANGUAGE

23. Best African American essays, 2009 / Gerald Early, series editor ;
Debra J. Dickerson, guest editor. Bantam Books, ©2009. 288 p.
814.508 BES

This introductory volume of a planned annual anthology of previously published works addresses an array of issues associated with African Americans including friendship, family, food, hip-hop, black writers, talent, fashion, race, stereotyping, IQ tests, sick relatives, historically black colleges and universities, gayness, slavery, Iraq, Darfur, justice, and Barack Obama. The anthology intends to achieve three goals—to bring attention to the best works of African Americans published in a particular year, introduce some lesser-known sources of African American essays, and offer an ongoing record of the yearly progression of African American essay writing. -- CH/K/M/ND (Adapted from Library Journal, ©2009)

24. Notable American novelists / edited by Carl Rollyson. Rev. ed. Salem Press, ©2008. 3 v. REF 928 NOT

Part of the *Magill's Choice* series, this three volume set is revised edition of an earlier work that brings it up to date. The book includes authors whom high-school students and college undergraduates are most likely to study. Entries are presented in alphabetical order. Each entry lists author's principal works and achievements and includes a biographical sketch and an annotated bibliography. Each entry is signed by the original author and the revision contributor. Most entries contain a black-and-white photograph of the author. A glossary of terms and techniques as well as an author time line with date and place of birth for each author and a detailed index are also provided at the end of third volume. -- (For use only in the Library) M/ND (Adapted from Booklist, ©2008)

25. The Pushcart Prize XXXIV, 2010: best of the small presses / edited by Hill Henderson ; with the Pushcart Prize editors. Pushcart Press, 2010. 525 p. 808.3 PUS

The 2010 *Pushcart Prize* offers excellent set of prose and poetry that covers a broad range of styles and topics. On the historical front, *Tied to History* by Greil Marcus and *A Poetics of Hiroshima* by William Heyen are among several pieces that reinvigorate well-plowed terrain from World War II. *Return to Hayneville* by Gregory Orr offers a shocking true tale of police rounding up, imprisoning and battering a peaceful protestors in the segregated South. Contemporary standout pieces from J.C. Hallman (*Ethan: A Love Story*) and Charles McLeod (*Edge Boys*) mine the rich veins of, respectively, video games and suburban teenage prostitution. The anthology is at its most innovative form with its poetry, which surpasses the prose in experiments with language and form. -- (For use only in the Library) CH/K/M/ND (Adapted from Publishers Weekly, ©2009)

26. Robards, Karen.
Pursuit / Karen Robards. Putnam's Sons, ©2009. 369 p. ROB

In this scintillating romantic thriller, Karen Robards weaves a compelling tale of political conspiracy. Rookie Lawyer Jessica Ford gets a

chance to meet First Lady Annette Cooper. But soon her excitement vanishes as the First Lady gets killed in an automobile accident. Jessica is the only survivor of what is being projected as a tragic accident. Jessica suspects it to be more than just an accident. Her suspicion grows stronger when she is brutally attacked in the hospital and somehow manages to save her life. FBI agent Mark Ryan feels that Jessica knows something about the whole incidence but is not opening up. Jessica on the other hand later realizes that she could be the next target. Jessica is left with no choice but to team up with Ryan to uncover the plot behind the First Lady's murder. -- CH/K/M/ND

27. Touchstone anthology of contemporary creative nonfiction : work from 1970 to the present / edited by Lex Williford and Michael Martone. 1st Touchstone trade paperback ed. Simon & Schuster, ©2007. 552 p. 814.5408 TOU

This unique anthology brings together fifty diverse pieces of works from all genres of creative nonfiction. These essays have been selected based on a poll of five hundred writers, English professors, and creative writing teachers. This excellent compilation includes the most regarded nonfiction works published since 1970. Together, they exhibit a comprehensive assortment of nearly 40 years of American nonfiction. From memoir to journalism, personal essays to cultural criticism, this collection of comprehensive and diverse array of authors has something for nearly everyone. -- CH/K/ND

PHILOSOPHY & RELIGION

28. Waskan, Jonathan A.
Models and cognition : prediction and explanation in everyday life and in science / Jonathan A. Waskan. MIT Press, ©2006. 323 p. 128.2 WAS

This book discusses the philosophy of cognitive science— an interdisciplinary study of how information is represented and transformed in the brain. Waskan challenges cognitive science's prevailing model of mental representation and proposes a novel, well-devised alternative. The traditional view in cognitive sciences is based on a linguistic model

of mental representation. This traditional model fails to explain how the brain updates a representation when new information becomes available. Waskan proposes an Intrinsic Cognitive Model (CSM) hypothesis, which he is distinguished from sentence-based accounts of truth preservation and is also compatible with the prevailing knowledge about the brain. -- ND

POLITICAL SCIENCE

29. Davis, Todd.
The new big book of U.S. Presidents / Todd Davis and Marc Frey. RP Classics, ©2008. 56 p. REF 973.099 DAV

Targeted specifically for young readers, the volume introduces the lives and times of the 44 most influential leaders of United States. From George Washington to Barack Obama, this visually enticing volume offers a historical preview of America through its presidential biographies. The readers will find photographs of the Presidents, information about each their term in office, and the major political issues of each era. The book also talks about First Ladies. -- (For use only in the Library) M/ND

PSYCHOLOGY

30. Encyclopedia of human relationships / edited by Harry T. Reis and Susan Sprecher. SAGE Publications, ©2009. 3 v. REF 302 ENC

This encyclopedia profiles various components of human relationships, illustrating how people think, feel, and behave towards each other. The scope of this reference encompasses all types of human associations including friends, lovers, spouses, roommates, coworkers, teammates, parents and children, cousins, siblings, acquaintances, neighbors, and business associates. This three volume set shows that despite being unique in some respect, different human connections share a common set of principles. -- (For use only in the Library) ND

31. Identity and the modern organization / edited by Caroline Bartel, Steven L. Blader and Amy Wrzesniewski. Lawrence Erlbaum Associate, ©2007. 285 p. 302.35 IDE

This book focuses on individual identity in modern organizational structure, an area that draws upon scholarships in psychology, management, and sociology. The book addresses how the average employee seeks individual identity within the organization and places himself or herself within the framework of the organization. The trend is rooted in the fundamental questions that employees often seek to answer for themselves, including “Who am I?” “Who are we?” and “What are we?” and “What does it mean for who I am to be a part of us?” -- CH/K/M/ND

32. Psychology of terrorism : classic and contemporary insights / edited by Jeff Victoroff and Arie W. Kruglanski. Psychology Press, ©2009. 496 p. 363.325 PSY

Psychology of Terrorism, a provocative collection of selected readings, offers insight into the ideas, feelings, and social influence of modern terrorist groups. The volume stresses the importance of understanding the psychology and behaviors of terrorists. By ignoring the psychology of terrorism, the West has been making grave errors in the so-called war on terrorism. Editors Victoroff and Kruglanski, who themselves have contributed significantly to the terrorism literature, opine that to defeat terrorism it is extremely important to understand the social and psychological circumstances that lead people to become terrorists, and the social factors most likely to provoke terrorist behavior. They further emphasize that by understanding the deep roots of psychology of terrorism we can anticipate potential terrorist attacks and thus help protect the international community. -- CH/K/M/ND

SCIENCE & TECHNOLOGY

33. Clark, David P.
Biotechnology : applying the genetic revolution / David P. Clark and Nanette J. Pazdernik. Academic Press/Elsevier, ©2009. 750 p. 660.6 CLA

This book illustrates how information at the genome level is being used to solve many contemporary societal problems. The practical application of this revolutionary technology has enabled researchers to identify genetic causes behind many inherited diseases, provide more food per acre, and develop new drugs and vaccines. The book reveals how biotechnology has made the world a different place. -- CH/K/M/ND

SOCIOLOGY

34. Hajratwala, Minal.
Leaving India : my family's journey from five villages to five continents / Minal Hajratwala. Houghton Mifflin Harcourt, 2009. 430 p. 973.04914 HAJ

Hajratwala, a journalist at the San Jose Mercury News, tells of the Indian diaspora experience through a part-personal, part-reported story of her extended family. Hailing from the small northwest Indian region of Gujarat, her family's ancient origins begin with the myth of a race of warriors and kings. Their migration begins in the wake of the famine of 1899, when Hajratwala's great-grandfather Motiram left to learn the tailor's craft in Fiji, leaving his wife and children behind. In the same, tireless spirit echoed in generations to come, Motiram founded a family business in his new home, then built it with the support of relatives who followed to join him. His shop eventually became one of the largest department stores in the South Pacific isles. Other family branches developed in South Africa; the U.S., where Hajratwala's parents immigrated as part of India's earliest wave of "brain drain"; and other locales, totaling nine countries in five continents. Throughout sojourns across cultures and across time, the family endures and succeeds in spite of discrimination and bigotry. Told with the probing detail of a reporter, the fluid voice of a poet and the inspired vision of a

young woman who walks in many worlds, Hajratwala's story offers an engaging account of what may be one of the fastest-growing diasporas in the world. -- ND (Adapted from Publishers Weekly, ©2008)

35. Igo, Sarah Elizabeth.
The averaged American : surveys, citizens, and the making of a mass public / Sarah E. Igo. Harvard University Press, 2007. 398 p. 301.072 IGO

In a nation that values privacy and individualism, why do Americans so eagerly answer surveys and treasure the resulting data? Igo explores how changes in commerce, governance, culture, and the social sciences have converged to induce Americans to answer survey questions on everything from sexual practices to voting patterns. Igo draws on researchers' private papers to reveal how various studies and surveys have been formulated, the kind of undisclosed assumptions behind the surveys, and how conclusions are drawn from the responses. She begins by exploring how the detailed survey of Muncie, Indiana in the 1920s and its transformation to "Middletown," a representation of American averageness, changed broader American society. Igo also explores how Americans allow their behavior to be judged and influenced by the results of surveys, measuring themselves against studies showing that half of all marriages end in divorce and that most Americans support the death penalty. -- CH/K/M/ND (Adapted from Booklist, ©2007)

36. Rojas, Fabio.
From Black power to Black Studies : how a radical social movement became an academic discipline / Fabio Rojas. Johns Hopkins University Press, ©2007. 279 p. 305.896 ROJ

Rojas explores how the radical Black power movement, which redefined African Americans' identity and which ultimately evolved into a recognized academic discipline called Black Studies. The scope of the book includes 1968 Third World Strike at San Francisco State College, the Ford Foundation's attempts to shape the field, and a description of Black Studies programs at various American universities. The volume reveals how social activism can bring about organizational changes and how radical politics are assimilated into the university system. -- CH/K/ND

37. Townley, Alvin.
Legacy of honor : the values and influence of America's Eagle Scouts /
Alvin Townley. Thomas Dunne Books, ©2007. 304 p. 369.43 TOW

Townley explores the legacy of the Eagle Scouts and highlights their contribution in the success of America. He relates the stories of Eagles' leadership through individual narrations. Known for their honesty, loyalty, and trustworthiness, Eagle Scouts have made profound impact on American history. The book is based on the experiences of many Eagle Scouts like Bill Gates, Sr., Bill Bradley, J.W. Marriott, Jr., Ross Perot, Michael Bloomberg, and others. -- CH/K/M/ND

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